

CUSTOMER EXPERIENCE:

Fill The In-Store Void

Brands have a lot of data, but insight about store execution can still feel like a void.

RETAILERS SAY:

79% of retailers still believe the in-store experience is one of the biggest influencers of the overall customer experience.



56% of retailers say their organization under-invests in collecting data about the in-store experience.



50% of retailers say they lack ways to measure the in-store experience beyond sales.

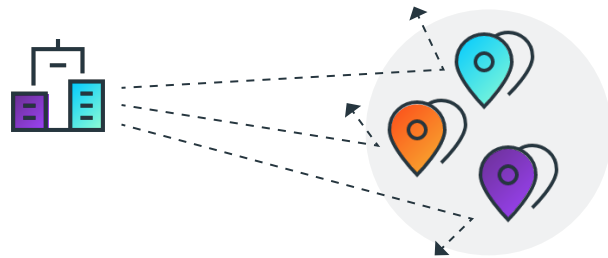


CONSUMERS THINK:

52% of consumers believe brands don't do a good job of providing ways to share feedback about the in-store experience.



Even with a lot of data (and we know you have a lot of data), it can still feel like you're missing what's really happening with the customer experience strategies in your stores.



The online journey of a shopper is easy to track, but the execution of in-store strategies? Not so much. Once customer experience strategies leave corporate, it can feel like a void of information about their real-life implementation.

Some things to consider:

- *How long does it take for a store associate to greet a customer?*
- *Are online promotions being honored in stores?*
- *Is the right mix of product available at each location?*

Get the full customer experience story and survey methodology at square-root.com/customer-experience.



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